MODERN WOOD FINISHING with

BRIDGEPORT

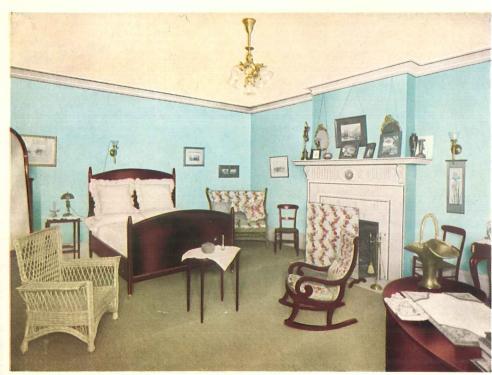
WOODFINISHES

PRICE 25 CENTS



LIVING ROOM.

Woodwork, Stained Bridgeport Standard No. 530 Mission Green Penetrating Stain, given thin coat white shellae and finished with Bridgeport Standard Prepared Wax. Celling. No. 1001 Bridgeport Standard Washotint. Yellow Pine Floor filled with Wheeler's No. 1 Natural Wood Filler, and finished with Bridgeport Standard Wheeler's Floor Varnish.



Walls, finished with Bridgeport Standard No. 1006 Washotint. Celling, Bridgeport Standard No. 1001 Washotint. Mantelpiece and picture rail finished with Bridgeport Standard Wheeler's Enamel.



DINING ROOM.

Paneled Work, finished with Bridgeport Standard Wheeler's White Enamel. Door stained Bridgeport Standard Dark Mahogany Penetrating Stain, given a coat of Bridgeport Standard Mahogany Primer, and finished with two coats Bridgeport Standard Wheeler's Interior Varnish, rubbed egg shell. Floor, filled with Wheeler's No. 1 Natural Wood Filler, and finished with Bridgeport Standard Wheeler's Floor Varnish. Ceiling, Bridgeport Standard No. 1001 Washotint. Side Walls, Bridgeport Standard No. 1005 Washotint.

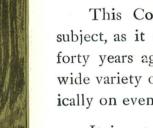


KITCHEN.
WOODWORK, finished with Bridgeport Standard Wheeler's White Enamel. Ceiling, Bridgeport Standard White Washotimt. Walls, Bridgeport Standard No. 1007 Washotimt. Floor, Bridgeport Standard No. 784 Light Yellow Floor Paint.
Note.—For a flat finish on the woodwork, use Bridgeport Standard White Washotimt.

Introduction



ECONOMICAL POWER FACILITIES AT OUR STILL RIVER PLANT.

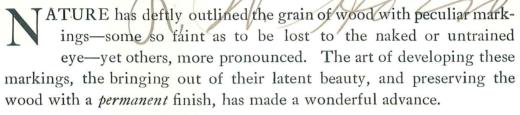


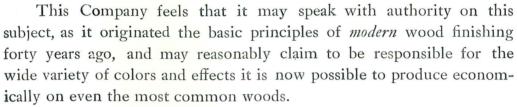
It is astonishing what beautiful and inexpensive decorative effects may now be obtained on all woods ranging from ordinary pine, cypress or chestnut, to the finest oak or mahogany.

In the development of handsome colors—in the treatment of various grains and textures in different hard and soft woods—in adding to the preservative character of our finishes, and giving not only beauty but permanence—our methods and materials have come to be recognized as standard by architects, builders and painters.

Other features of our finishes are the ease and economy with which they may be applied and the certainty of satisfactory results where the simple directions are carefully followed.

In the following pages we've attempted to point out how, by the use of Bridgeport Standard Wood Finishing products, the ultimate of wood finishing possibilities can be attained. We commend them to your careful consideration.





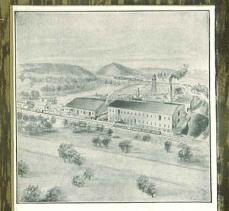
OUR MANUFACTURING **FACILITIES**

VIEW OF OUR NEW MILFORD, CONN.

(STILL RIVER), PLANT.

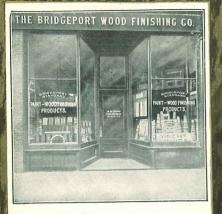
The several cuts on this page illustrate two of our plants. At our Still River plant we have a large water power which is supplemented by an auxiliary steam plant. Here we have our Still River silex mills, filler and paint factories, japan and varnish factories, wood sample factory and our box and barrel factories.

We have about a half mile of private railroad track, thus handling materials at minimum cost. Our main office is also 1ocated at Still River.



OUR BRANCHVILLE, CONN., SILEX MILLS

Officers, Branch Offices and Agencies



Our Boston Office, 8 Portland Street.

DAVID E. BREINIG, President and Treasurer EDWARD E. PORTER, Vice-President GEORGE B. CALHOUN, Secretary

Principal Office

NEW MILFORD, CONN., U. S. A.

NEW YORK OFFICE . . . 55 Fulton Street, Cor. Cliff Street CHICAGO OFFICE . 78 West Lake Street, near Clark Street BOSTON OFFICE 8 Portland Street

European and South American Agencies and Depots

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BEDGE & CO.	ALL & SON,	ad Street Plooms	chury London W C
C W WATED	S, Ltd	Creat Factorn	Street London E C
C. W. WAILN	RN & CO	Great Eastern	Wall London F C
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	& CO		
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BENOIT COP	PENS		Brussels
	ON		
CITTERIO LI	JIGI		8 Via Morioi Milan
AUGUSTIN 3	ROIG & UMBERTO BOLOG	NINI	Buenos Aires
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E. P. GIBBS		Port of St	pain. Trinidad. B.W.I.
R. BALIOUER	IZO MORENO Co	orreo Apartado 20	8. Guavaguil, Ecuador
D110 % OHI		20	-,



OUR NEW YORK OFFICE, 55 Fulton Street, Cor. Cliff.



Interior of our Chicago Office, 78 W. Lake Street.



OUR CHICAGO OFFICE, 78 W. Lake Street.

EVERY PROPERTY OWNER SHOULD READ THIS.

It shows the advantage of using good goods.

Office of E. W. BULLINGER, Publisher 53 Park Place.

New York, April 17, 1911. Bridgeport Wood Finishing Co.,

Dear Sirs: I wish you could realize the inestimable value to me of the samples of birch with mahogany finish, that you prepared for me about a year ago.

You will remember that I came to you because I thoroughly understood and appreciated the high character of your stains and varnishes, and asked

(Continued)



(Continued)

you to prepare for me several pieces of birch treated with your "Breinig's Water Stain," filled with your "Wheeler's Filler," and finished with your Rubbing Varnish, which you yery kindly did.

These samples as you know, I used in and made a part of the contract for the wood finish of my new residence, with the result that when the builder delivered the house to me I was able to prove at once that he had violated his contract.

Investigation showed conclusively that about one-tenth of the material used had been bought from you, and it is impossible to characterize the result. and the builder was compelled to

(Continued)

The Owner and Bridgeport Standard Wood Finishes

THERE is a keen pleasure in possessing beautiful woodwork. It gives refinement to the home or building.

It is the setting that makes things look right—the telltale of the owner's taste and judgment.

As you know, the appearance of woodwork is as much a matter of the finishes used as of the skill in applying them. Whether inexpensive pine or birch, or the costliest oak or mahogany, the use of

Bridgeport Standard Wood Finishes

results in woodwork of unusual attractiveness and beauty. The **Bridgeport Standard** Wood Finishes never cloud, obscure or raise Nature's markings of the grain. They give a smooth, transparent finish, which develops and emphasizes the natural beauty of the wood.

They last longer than other finishes, and are practical—easy to apply—sure in results. That is why the skilled wood finisher uses them; in fact **Bridgeport Standard** Wood Finishes put up in cans for the building trade, are the same identical products that have for years been the standard of the piano manufacturing, furniture and car building trades, where these goods have been bought for years in preference to others after exhaustive tests. They positively meet the requirements of those who are using wood finishes day in and day out on articles, the finish of which is highly important from a sales standpoint as to appearance, and particularly in regard to lasting qualities, and are therefore the best products that could be used on your buildings.

The use of **Bridgeport** Wood Finishes in your house *insures* satisfactory and permanent results. It will pay you to avoid experiments—use the recognized standard wood finishes.

(Continued)

make a contract with another man to re-finish the whole woodwork at a great expense.

The work was done over and refinished by an honest and capable man who used your goods exclusively, and I am glad to say that any manufacturer of your material would be proud of the finished woodwork as it

I owe this final result to your kind-

ness in preparing the samples and to the character and efficiency of your goods. and I want you to enroll me among the multitude of those who owe you many thanks and much gratitude for the high standard on which you conduct your business.

Yours very truly,

(signed) E. W. BULLINGER.



We offer you "the same identical products which have for years been the standard in the piano and furniture manufacturing and car building trades."

The Architect and Bridgeport Standard Wood Finishes

FROM PORTLAND, ORE.

"I have specified Wheeler's Filler for about 18 years in this city. I have tried other fillers, but did not find them equal to your filler. I went purposely to a house which I had built 16 years ago, and where your filler had been used, to examine the finish of the oak woodwork, and found it in excellent condition."



FROM OMAHA, NEB.

"We want to say to you frankly that never in our experience have we ever seen as elegant a line of samples as those you have seen fit to furnish us. The nine panels are beautiful and are certainly a credit to any institution. There is no question in our mind but that a display of these samples will result in a great deal of material good to ourselves as well as yourselves."

E recognize that architects are practical men who base their specifications on nothing short of demonstrable facts.

We know that architects must act in an advisory capacity, and hence must be absolutely certain of all they recommend in a professional way.

There are the best reasons in the world why you may safely recommend Wheeler's Wood Filler and Bridgeport Standard Stains and Finishes. The architect will do well to specify Bridgeport Standard Wood Finishes and see that his specifications are followed to the letter.

We feel sure that few architects realize how the finish of wood in buildings is often ruined through their minute specifications being disregarded. Don't specify Wheeler's Filler or its equal; Wheeler's Filler has no equal.

This is a claim susceptible of ready proof—one has but to investigate and learn for himself why these goods have come to be known as the World's standard.

The specification of Wheeler's Wood Filler in general architects' specifications throughout the country is almost traditional, but the real point is to see that the specifications are carried out.

The architect has but to call on us to receive the heartiest co-operation for attaining the highest development of the wood used in the construction of buildings—not by unpleasantly forcing the situation, but rather by showing the painter how to obtain finishes that bring out the ultimate possibilities of the markings of the wood, and preserve the finish.

We have practical sets of loose samples on all woods generally used which you can use to advantage. If not already supplied, they will be sent free on request.

FROM ATLANTA, GA.

One architect in Atlanta, Ga., writes: "Wheeler's Patent Wood Filler gives the best satisfaction, and it is much cheaper than the so-called cheap fillers."

FROM PHILADELPHIA, PA.

"I have never specified anything for filling purposes but Wheeler's Filler. I insist upon its being used, because some of my work has been spoiled by deviation from my specifications. I know of no other filler which is as satisfactory as the Wheeler."

FROM MINNESOTA.

"I am in receipt of your sample case, and beg to say that your samples are far superior to any samples I have ever examined. I had a lot of back number boards in my office, which all landed in the waste basket on receipt of Wheeler's sample boards, which have since attracted a great deal of attention among my clients. I have specified Wheeler's Wood Filler and found it reliable."

FROM HARRISBURG, PA.

"So great has been the satisfaction rendered that we consider our specifications incomplete unless Wheeler's Patent Wood Filler is specified therein."

Hotel McAlpin. Largest hotel in the world, where Bridgeport Standard Products were used. See letter below.

CHARLES GRIMMER & SON,
Decorators, Painters and Upholsterers,
230-234 E. 37th Street,
New York, Apr. 12, 1912.

THE BRIDGEPORT WOOD FINISHING Co., New Milford, Conn.

GENTLEMEN:

In finishing the woodwork in the new "Hotel McAlpin," it was our firm determination to produce an exceptionally fine piece of work, and we can safely say that we have exceeded our expectations. The credit is largely due to the use of your special "Fireproof Mahogany Stain" and "Wheeler's Filler"

As you are aware, the birch woodwork used in this hotel has been fire(Continued in next space)

The Painter, Builder, Decorator Bridgeport Standard Wood Finishes

THE master painter or builder is much like the architect—his professional reputation depends upon the ultimate success of his work for his clients. In the important item of wood finishing, each of them must consider the first essentials of *quality* and *cost*.

Not only because of unusual merit, but because of exceptional economy, Wheeler's Wood Filler and Bridgeport Standard (Breinig's) Stains deserve first consideration from painters and builders.

For either exterior or interior work, the painter will be able to secure the best and most permanent results by the use of these products. This fact is pretty generally recognized, as evidenced by the enormous quantities used throughout the United States and Europe. Every painter is a friend of Wheeler's Filler.

Every job which is finished with Bridgeport Products serves as a lasting tribute to the painter's skill—and is productive of more jobs, more business and more income.

A careful study of the color panels in the insert, will show just what effects you can obtain by using **Bridgeport** Standard Wood Finishes.

Let us send you practical sample panels, which you can show to prospective customers. They will help you land the job on which you are estimating.

(Continued from preceding space)
proofed with silicate of soda, and is at
best a treacherous material to produce

a good finish on.

We had many flattering offers to use other stains and fillers on the market for this specific job, but knew that no ordinary stain and filler would do. Our experience has taught us that the use of "Bridgeport Standard Products" relieves us of all anxiety. In producing our work we use the best, the most reliable materials the market affords. The proof of this is in the finished wood of the "Hotel McAlpin."

We feel that when this work is finished, it will be a monument both to the "Bridgeport Standard Stains and Filler," as well as to ourselves.

Yours very truly, CHARLES GRIMMER & SON.



"In one house where Wheeler Filler was not used, which was finished in fine quartered oak and sycamore, the finish was so "rotten" that I have made a lifelong enemy of the owner."

(Note—Rather frank, but much to the point.)

Wheeler's Paste Wood Filler



Thin the Wheeler Filler, which comes in paste form, with turpentine or benzine to the consistency of flowing varnish.





After thinning, apply it to the surface of the wood with a brush, allow it to set five to ten minutes, then rub well into the pores of the wood with a cloth and wipe off the work thoroughly.

HE wood must be properly prepared—the pores must be filled—the foundation must be right, else there can not be a successful finish.

This is the function of Wheeler's Wood Filler—to give a perfectly smooth, elastic and transparent surface—to bring out and emphasize the natural life and beauty of the wood—to save time and cost and labor,—and to insure perfect results with the least amount of shellac, wax, varnish or other finishing material.

Wheeler's Wood Filler is hard, firmly fixed, unchangeable and transparent. It does not shrink, sweat or absorb the varnish or finish. It is easily applied, works readily and dries hard and firm to the bottom of every pore.

This filler goes even further—covers more surface per pound—reduces the number of finishing coats—saves the cost of extra materials and labor in applying—and gives better, more beautiful and lasting results in the end.

For these reasons, Wheeler's Wood Filler has been conceded by experts in this country and Europe to be the best, cheapest and most effective filler made.

It is not wise to accept cheap substitutes for Wheeler's Wood Filler. Don't incur the danger of obscuring the figure of the wood—don't run the risk of shrinkage and destruction of the finished surface—don't try to save on the first cost of your wood filler. It is spendthrift economy. Use Wheeler's Wood Filler and be safe.

Unusual Ingredients in Wheeler's Wood Filler

There are several good reasons for the peculiar characteristics of Wheeler's Wood Filler.

- (1) The distinctive nature of its primal, basic materials.
- (2) The peculiar process employed in preparing and combining ingredients.

 (3) The knowledge and skill gained in nearly half a century of study and experiment.

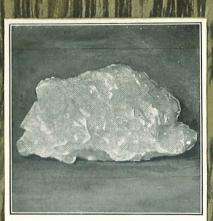
All of this serves to produce a wood filler which cannot be equalled for beautiful and permanent effects; and to establish an axiom in the trade, a fact conceded even by our competitors—the **Wheeler** formula has solved the secret of successful wood finishing.

The base of **Wheeler's Wood Filler** is a peculiar form of silex specially prepared from *rock crystal quartz*. A feature of our method is the manner of binding the particles of silex in the pores of the wood.

Our form of silex differs from that used as the base of other wood fillers in its prismatic, needle-like points (like tiny needles); also in its remarkable diamond-like hardness—so hard it will cut glass. (Continued on next page.)



From Paterson, N. J.: "Like all painters, must admit that it (Wheeler's Filler) is without a doubt the best filler on the market."



Pure Rock Crystal Quartz, from Which is Prepared the Peculiar Form of Silex Which is the Base of Wheeler Filler.

Wheeler's Paste and Liquid Wood Filler



Opening in One of Our Quarries, Where We Ourselves Mine Pure Rock Crystal Ouartz.





Applying Wheeler's Silex Liquid Filler on Yellow Pine Porch Ceiling.

(Concluded from preceding page.)

These very fine needle-pointed particles penetrate into the pores of the wood; and when combined with our especially prepared binders of oils and japans, form a foundation which is absolutely non-absorbent and non-shrinkable.

Most other so-called "silex" wood fillers are based on preparations known as Silver White, Gypsum, Whiting, Corn Starch, Western Silex, etc., all of which are more or less soft materials, and permit of absorption and shrinkage, which are the two deadliest foes to good wood finishing.

Is Wheeler's Wood Filler economical, you ask? Yes; it has been proven so hundreds of times, the specific reasons being that it covers more surface per pound, and forms so perfect a foundation for the finishing coats that it thus saves a lot of labor and material in the final finish.

Wheeler's Silex Liquid Wood Filler

Is made for use on close grained woods, such as pine, cypress and white wood.

With Wheeler's Silex Liquid Filler and varnish, it is possible to produce a very smooth and beautiful finish on these woods in the most economical manner.

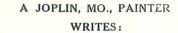
Liquid Filler is used like shellac. It does not have to be wiped off, and much time is thus saved.

For a natural finish on close grained woods, apply one coat of Wheeler's Silex Liquid Wood Filler and one or two coats of varnish. (See Insert page C.)

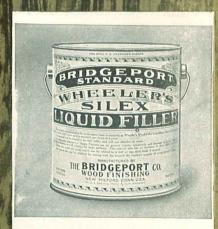
Wheeler's Silex Liquid Wood Filler has distinctive qualities. The particular feature of Wheeler's Silex Liquid Filler is the use of "Silex" in the base. The silex is prepared from the rock crystal quartz by our peculiar process. This base is well known as the only one that can be successfully used to fill the pores of wood.

Combined with this special base, are certain vehicles of good body and light in color. The result is a liquid filler which supports the varnish, so that one coat will stand out and make a good job while two coats make a superior job.

Wheeler's Silex Liquid Filler develops the full life and beauty of the grain, not clouding its figure. The wood work will also remain transparent, and not darken with age. This is one of the characteristic features of this liquid wood filler. Furthermore, and of particular interest to the consumer, the price of Wheeler's Silex Liquid Filler is right, and is as low as consistent with the manufacture of a superior Liquid Filler.



"Some time ago I wrote you, asking for your sample panels, which I wish to say came in due time, and I now wish to thank you for your kindness, in so doing. I would like to say that through them I got a job to finish an oak floor in a new church here, and I would like to say that I have produced one of the finest floors I ever saw with your Wheeler's Paste Filler. The floor contained 300 square yards and it went simply fine. I can get your goods here in Joplin at Wheeler & Leffer's drug store. From this time on I shall always use your goods in the line of wood finishing."



For use on close grained woods.

How to Obtain Stained Effects on Wood

From a painter at Santa Rosa, Cal., Local Union 364, Brotherhood of Master Painters and Paper Hangers of America: "I have used a great deal of your stain . . . I would not bother with any others, or try to make them myself with various colors. I finished a house with 8 rooms in November last, which was done with R Y Golden Oak Penetrating Stain excepting the dining room and kitchen dining room which were done in Green Weathered Oak. It had beamed ceiling paneled and walls painted red, and it was the richest thing which has been done here. I have just been working on a house for another man, and most all the rooms were stained with what was called golden oak, a San Francisco product. It was a very light shade and when finished it looks cheap, and there is no richness about it, and does not compare with your R. Y. Golden Oak Penetrating Stain."





Finishing a Table in Mission with Bridgeport Standard Penetrating Stain and Waxed Finish.

E have already described how the foundation for the finish should be laid with Wheeler's Wood Filler, but equally important from an artistic standpoint, is the use of the proper shades and kinds of stain.

Because of the high price of hard woods, soft woods, such as pine, cypress and white wood, are being used to-day more extensively than ever before. When skilfully treated, beautiful effects are obtained.

Bridgeport Standard Stains develop the natural beauty of woods, whether they be costly mahogany, finest oak, or ordinary pine. They emphasize Nature's artistic markings of the grain and never raise, obscure or cloud them. These stains give a variety of soft, rich, artistic colorings in various shades of Brown, Green, Weathered, Flemish Oak, etc., which are a revelation to any one who has not seen them.

Some general idea of the colorings may be obtained by referring to the color reproductions which will be found in the center pages of this book.

Bridgeport Standard Stains are made from peculiar ingredients, and each stain is prepared to produce certain distinctive effects.

As previously stated, a natural finish on open grained woods can be obtained by the use of natural Wheeler's Wood Filler. Light oak and light mahogany effects may be obtained by the use of tinted Wheeler's Filler, for which purpose we manufacture Wheeler's Filler in the following shades (stain and filler combined):

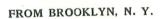
No. 3—For dark woods, or light antique oak (see Insert page E). Golden Oak—For Golden Oak effects (see Insert page D). No. 7—For light mahogany (see Insert page F). Mahogany N for darker mahogany effects.

No. 10—For ebony.

In order to obtain the darker effects or tints without clouding the figure of the wood, it is necessary to use **Bridgeport Standard Stains**, with which practical and artistic effects can be obtained.



Applying Bridgeport Standard Penetrating Stains. They Develop the Full Beauty of the Wood, and Do Not Raise the Grain.



"I am a hardwood finisher and have been using your goods for the past 12 years. Your penetrating stains and fillers are wonderful. I have used other companies' products, but yours are certainly at the top notch in quality, finish and economy."



For producing distinctive Mission effects.

SAVE THE PAINTER'S TIME. FROM TROY, N. Y.

"I am just in receipt of your sample case, and must confess they are the finest samples of the wood finisher's art which I have ever procured. I have noted the shades of several or the boards, and now I can get just what I want and save time in making samples and arguments."

Bridgeport Standard

Penetrating Stain and Waxed Finish

THESE stains are used to produce on wood various shades of mission finishes that are now so popular. They penetrate the wood deeply, do not raise its grain, and may be used in two ways:

First: As a one coat finish, thus producing in *one operation* a variety of dark Oak effects with a flat or waxed finish. This is the most economical finish on the market, and because of the special ingredients incorporated in these stains they produce with one operation, a more finished effect than the ordinary "one coat" stains

Second: If desired, these stains may be filled over, and the work then finished with varnish, shellac or wax; or they can simply be given a thin wash of shellac and then waxed, thus producing a finish with more body than the one coat finish.

The stains are manufactured in seven shades: Weathered, Light Weathered, Green Weathered, Flemish, English, Brown Oak and Golden Oak. (See Insert page A.)

By mixing two or more of these shades a wide variety of color effects can be obtained. Any painter of experience can easily produce a desired color to suit the fancy. Detailed directions for use are on each and every package, and if carefully followed, the exact results as shown on our samples can be reproduced.

Bridgeport Standard Penetrating Stains

This class of stains is used for coloring various kinds of wood. These stains do not raise the grain of the wood, but penetrate deeply and thus hold their color well.

As distinguished from our "Penetrating Stain and Waxed Finish" they are not intended as a one coat finish.

After the wood has been stained with our Penetrating Stains, the finish may be completed by several methods.

After staining open grained wood like oak, ash or chestnut, fill with Wheeler's Paste Wood Filler of the desired color, then finish with varnish, or shellac and wax as desired.

Waxed effects may be best obtained by applying over the Penetrating Stains a thin coat of shellac followed by two coats of Bridgeport Standard Prepared Wax. (See Insert pages A and B.)

For obtaining mahogany effects, use Mahogany Penetrating Stain of the shade desired, and on close grained woods, such as birch, pine or cypress, complete the finish by applying one coat of Bridgeport Standard Mahogany Primer and varnish, or shellac and wax, as preferred. (See Insert pages B and F.)

Over our Mahogany Penetrating Stains, the best results are obtained with the Mahogany Primer, which is especially made for use over these Penetrating Stains.

Made in a variety of rich shades or tints, principal among which are the following:

Dark Mahogany Penetrating Stain, for producing Mahogany effects of a rich red tone.

browner Mahogany effects.

Brown Mahogany Penetrating Stain, for

Early English Oak Penetrating Stain, for producing the Early English effect so much used on furniture.

No. 530 Mission Green Penetrating Stain, for producing an attractive, green result.





Mahogany penetrating stain for rich mahogany effects.

Stained Effects

A Portland, Me., painter secured the job. "Your sample panels received, and in reply will say that they are the best I have ever seen, and have been the means of getting a job for us."

An Illinois painter be-

An Illinois painter believes the panels will procure him a job. "I find the booklet very interesting and I believe the sample panels will secure the job as they show the finish as it will show in the finished job."

Golden Oak Finish

There are two processes for obtaining a Golden Oak finish. Golden Oak Wheeler's Filler not only fills the pores of the wood but stains it to a Golden Oak shade in one operation.

This can be used on almost any wood; it is particularly adapted, however, for straight Oak, Ash, Chestnut and Pine. (See Insert page D.)

While Wheeler's Golden Oak Filler can be used on quartered Oak, we recommend our Golden Oak Penetrating Stain and Waxed Finish in connection with No. 3 Wheeler's Filler; this combination bringing out the flakes in contrast to the dark pores, presents a very rich effect. (See Insert page E.)

For softer woods, like Pine and Cypress, we also recommend Golden Oak Penetrating Stain and Waxed Finish. Over this stain Wheeler's Silex Liquid Filler, and shellac, varnish or wax may be used, as desired. (See Insert page C.)

Bridgeport Standard Acid Stains

These stains are made in several shades for producing on wood peculiar and distinctive tones or effects not possible to obtain with Penetrating Stain.

The stain should be applied to the wood with a cloth, sponge or brush. After it has dried, lightly sandpaper, and then fill the wood with the proper color of **Wheeler's Filler**, as illustrated on the samples, and finish with varnish, shellac or wax, as desired.

Fumed Oak Effect

Fumed Oak Finish is a peculiar shade of light brown, heretofore generally obtained by subjecting Oak to the fumes of ammonia in a "fuming box." This peculiar shade, however, can be obtained by applying freely to Oak our No. 1000 **Bridgeport Standard** Fumed Oak Acid Stain. When dry, lightly sandpaper and then oil the wood with a mixture of linseed oil, turpentine and japan. After this has dried, apply a thin coat of orange shellac, and finish with Bridgeport Standard Prepared Wax. (See Insert page E.)

Bridgeport Standard Gray Acid Stain

For producing a peculiar light gray effect on various woods.

White Pores in Wood

Open grained woods, like Oak, Ash and Chestnut, may be given very peculiar and artistic effects by staining with our Acid Stain, then filling with Special White **Wheeler's Filler** and finishing with **Bridgeport Standard** Prepared Wax. The result is wood with a tinted or dark undertone and a white pore, the grain standing out very conspicuously and presenting an unusual and artistic effect. (See Insert pages D and E.)



For beautiful clear Golden Oak results.

ANOTHER OPINION; FROM INDIANAPOLIS, IND.

"We use your Wheeler Patent Filler in our finishing room and have used it for quite a while, and in all the time of using we have had no trouble owing to shrinking or pitting in the pores, and we consider that a better and more lasting finish cannot be obtained by using any other filler. Foundation is everything in making a good, first-class job."

This Page Illustrates Mission Finishes Obtainable With Bridgeport Standard Penetrating Stain and Waxed Finish



Bridgeport Standard Penetrating Stains develop the full beauty of the wood, and never cloud the grain They are particularly noted for this feature.

Bridgeport Standard Penetrating Stains are practical. They are the same identical products, put in cans, that are being used daily by the largest furniture and piano factories throughout the country.



California Redwood, stained with Bridgeport Standard Brown Oak Penetrating Stain and Waxed Finish, and finished with Bridge-port Standard Prepared Wax.

California Redwood, stained with Bridgeport Standard English Oak Penetrating Stain and Waxed Finish used as a one coat finish.

Cypress, stained with Bridgeport Standard Brown Oak Penetrating Stain and Waxed Finish and finished with Bridgeport Standard Prepared Wax.

Cypress, stained with Bridgeport Standard Dark Mahogany Penetrating Stain, given a coat of Bridgeport Standard Mahogany Primer, and finished with one coat Bridgeport Standard Wheeler's Interior Varnish and one coat Bridgeport Standard Wheeler's Flat Varnish.

Slash Grained Fir, stained with Bridgeport Standard Flemish Oak Penetrating Stain and Waxed Finish used as a one coat finish.

Cypress, stained with Bridgeport Standard No. 530 Mission Green Penetrating Stain, given a thin coat of white shellac, and finished with Bridgeport Standard Prepared Wax.

RTISTIC AND PRACTICAL EFFECTS OBTAINABLE BY THE USE OF BRIDGEPORT S



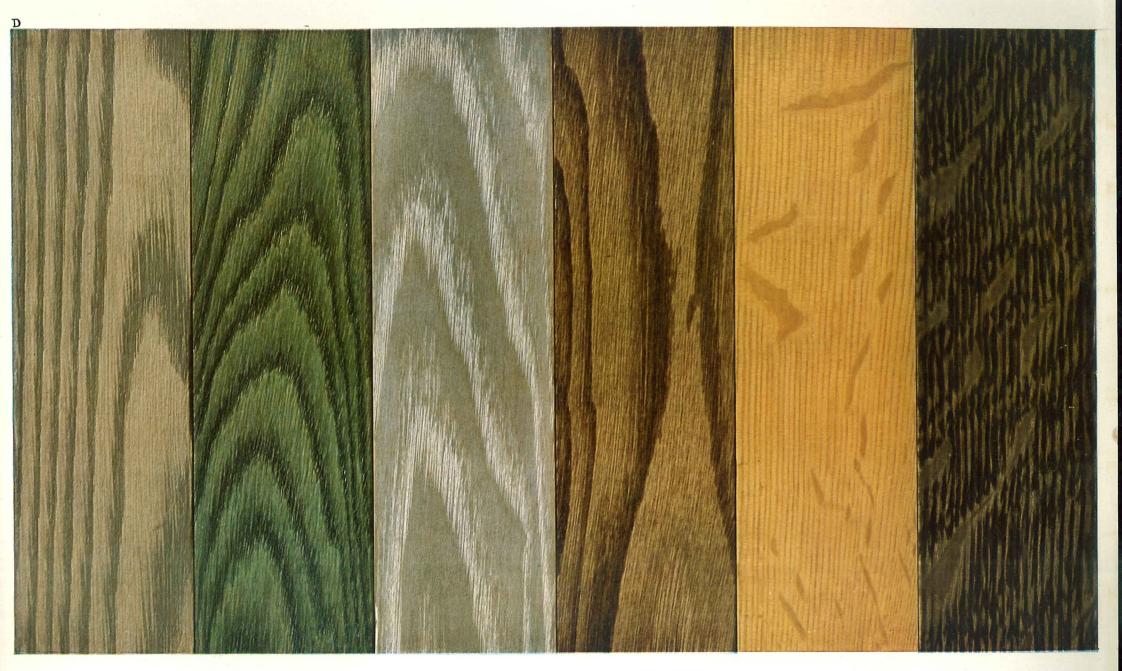
Slash Grained Fir, stained with Bridgeport Standard Golden Oak Penetrating Stain and Waxed Finish, given a thin coat of white shellac, and finished with Bridgeport Standard Prepared Wax.

Yellow Pine, stained with Bridgeport Standard Flemish Oak Penetrating Stain and Waxed Finish, used as a one coat finish. Yellow Pine, stained with Bridgeport Standard Light Weathered Oak Penetrating Stain and Waxed Finish, and finished with Bridgeport Standard Prepared Wax.

Yellow Pine, stained with Bridgeport Standard Golden Oak Penetrating Stain and Waxed Finish, given a thin coat of white shellac, and finished with Bridgeport Standard Prepared Wax. Yellow Pine, given a coat of Bridgeport Standard Wheeler's Silex Transparant Liquid Wood Filler, and finished with two coats of Bridgeport Standard Wheeler's Cabinet Varnish left in the Gloss.

Yellow Pine, stained with Bridgeport Standard Green Weathered Oak Penetrating Stain and Waxed Finish used as a one coat finish.

'ANDARD WOOD FINISHES



Chestnut, stained with Bridgeport Standard Light Weathered Oak Penetrating Stain and Waxed Finish, used as a one coat finish.

Chestnut, stained with Bridge-port Standard No. 530 Mission Green Penetrating Stain, given a thin coat of white shellac, and finished with Bridgeport Standard Prepared Wax.

Chestnut, stained with Bridge-port Standard Gray Acid Stain; filled with Wheeler's Special White Wood Filler, and finished with Bridgeport Standard Prepared Wax.

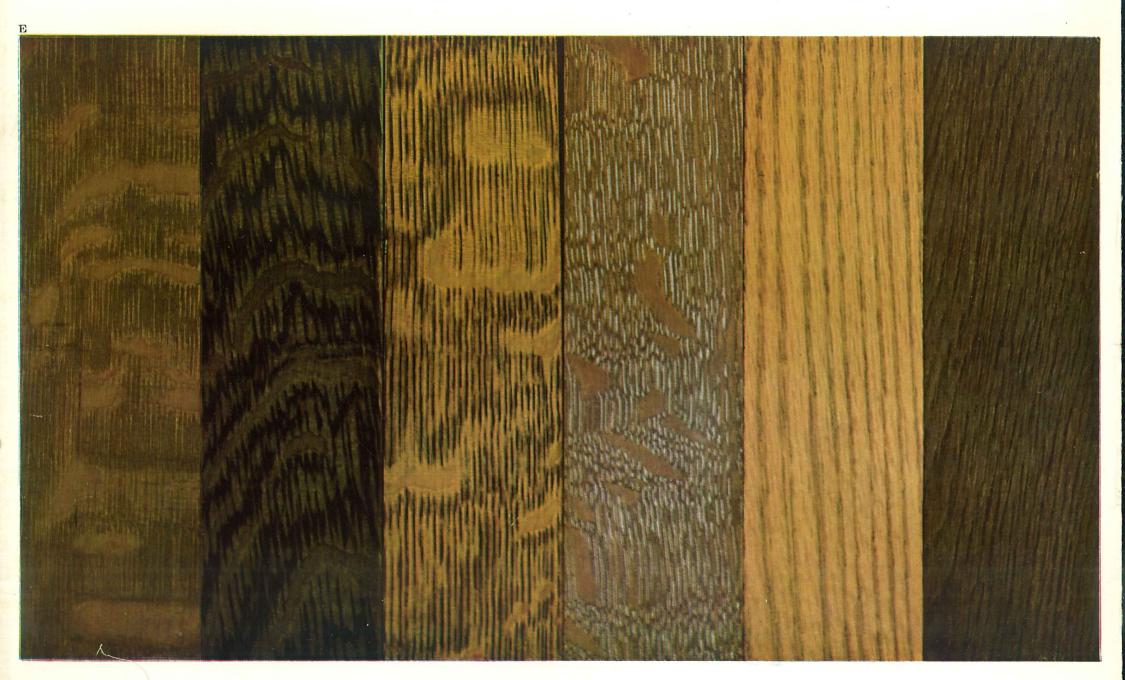
Chestnut, filled with Wheeler's Golden Oak Wood Filler, and fin-ished with Bridgeport Standard Wheeler's Interior Varnish.

Quartered White Oak, filled with Wheeler's No. 1 Wood Filler, and finished with Bridgeport Standard Wheeler's Interior Varnish;

Quartered White Oak, stained with Bridgeport Standard Weathered Oak Penetrating Stain and Waxed Finish; filled with Wheeler's No. 10 Wood Filler, given one coat of Bridgeport Standard Wheeler's Interior Varnish and finished with one coat of Bridgeport Standard Wheeler's Flat Varnish.

[OVER]

BRIDGEPORT STANDARD WOOD FINISHES ARE RI



Quartered White Oak stained with Bridgeport Standard No. 1000 Fumed Oak Acid Stain, oiled with a mixture of half linseed oil and half turpentine, given a coat of orange shellac, and finished with Bridgeport Standard Prepared Wax.

Quartered White Oak, stained with Bridgeport Standard No. 5000 G Early English Oak Penetrating Stain, filled with Wheeler's No. 10 Wood Filler, given a thin coat of white shellac and finished with two coats of Bridgeport Standard Wheeler's Interior Varnish rubbed flat.

Quartered White Oak, stained with Bridgeport Standard Golden Oak Penetrating Stain and Waxed Finish, filled with Wheeler's No. 3 Wood Filler, and finished with three coats of Bridgeport Standard Wheeler's Interior Varnish rubbed and polished.

Quartered White Oak, stained with Bridgeport Standard No. 1000 Fumed Oak Acid Stain, filled with Wheeler's Special White Wood Filler, and finished with Bridgeport Standard Prepared Wax. Plain Red Oak, filled with Wheeler's No. 3 Wood Filler, and finished with Bridgeport Standard Prepared Wax.

Plain White Oak, stained with Bridgeport Standard Flemish Oak Penetrating Stain and Waxed Finish used as a one coat finish.

COGNIZED AS THE STANDARD THE WORLD OVER



Birch, stained with Bridgeport Standard Dark Mahogany Penetrating Stain, given a coat of Bridgeport Standard Mahogany Primer, and finished with one coat of Bridgeport Standard Wheeler's Interior Varnish and one coat Bridgeport Standard Wheeler's Flat Varnish.

This panel is to illustrate White Enamel Finish obtained by applying a coat of white lead in oil thinned with ½ oil and ½ turpentine, two coats of Bridgeport Standard Enamel Undercoating and two coats of Bridgeport Standard Wheeler's White Enamel.

Birch, stained with Bridgeport Standard Brown Mahogany Penetrating Stain, given a coat of Bridgeport Standard Mahogany Primer, and finished with two coats of Bridgeport Standard Wheeler's Interior Varnish rubbed egg shell.

Mahogany, filled with Wheeler's No. 7 Wood Filler, and finished with three coats of Bridgeport Standard Wheeler's Interior Varnish rubbed egg shell. Gumwood, stained with Bridgeport Standard Dark Mahogany Penetrating Stain, given a coat of Bridgeport Standard Mahogany Primer, and finished with two coats of Bridgeport Standard Wheeler's Interior Varnish rubbed egg shell. Ash, stained with Bridgeport Standard Brown Oak Penetrating Stain and Waxed Finish used as a one coat finish.



Modern Floor Finishing



First, lay the foundation for the floor finish by filling the pores of the wood with Wheeler Paste Wood Filler.





Fill all cracks and crevices with Wheeler Crack and Crevice Filler.

ARDWOOD floors when attractively finished, are the most satisfactory of all floors, and may be cared for with the least amount of trouble, when the owner has mastered the secret.

Some manufacturers recommend exclusively one article for finishing all kinds of floors. This is a mistake. It is no more possible to treat successfully all kinds of floors with one preparation and obtain *practical* results, than it is to cure all diseases with one medicine.

The successful treatment of floors is a difficult problem to many people, as they are not sure how to obtain the best results. All that it is necessary to do, however, is to carefully study the condition of *your floor*, having in mind the character of the finish desired, and then apply the proper finishing materials as directed herein.

New Floors

In finishing new floors there are several operations to be performed. The floor must be first smoothly scraped and finely sandpapered in order to get good results. It is then necessary that the foundation for the finish be laid. This is accomplished by using Wheeler's Paste Wood Filler, which fills the pores of the wood with a hard, unchangeable substance, which will not shrink, and which brings out the full life and beauty of the wood.

The laying of the foundation in floor finishing is a very essential feature. It is relatively just as important as properly preparing the foundation for a house; in fact, it is the keynote of the successful treatment of floors.

After the floor has been filled, either a varnish or wax finish may be applied, as may be preferred.

Varnish Finish

Where floors are subjected to a great deal of wear and a finish of considerable body and lustre is desired, we recommend the use of Bridgeport Standard Wheeler's Floor Varnish. On a new floor at least two, and preferably three, coats should be applied, as per directions on the packages.

The great advantages in the use of a good floor varnish are its wearing qualities and the ease or simplicity of keeping the floors in good condition.

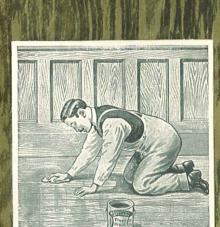
Wax Finish

A wax finish is very popular and is preferred by many people. To obtain this finish, we recommend after filling the floor with Wheeler's Wood Filler in paste form, that a thin coat of white shellac be applied and then two coats of Bridgeport Standard Prepared Wax, as per directions on the packages. A finish with a beautiful velvety sheen is thus produced.

(Continued on next page.)



For varnish finish, after filling the wood, apply Bridgeport Standard Wheeler's Floor Varnish which makes the most satisfactory floor finish.



For a waxed finish on floors, after filling apply Bridgeport Standard Prepared Wax.

Observe by the color sheets the great variety of beautiful and artistic effects which can be obtained on all kinds of wood. All that is necessary to produce the finishes is to use the right kind of materials—Bridge-

port Standard.

FROM RENO, PA.

"We wish to say that we have just finished one job which took six barrels of filler, but it did not give as good satisfaction as yours did. Our painters claim it takes longer to rub the filler off and does not give the satisfaction yours does, and therefore we will be willing to pay I cent per lb. more, which we believe we can more than make up in the superior results obtained."

Modern Floor Finishing

Old Floors

If your floors present unusual conditions, or you are in doubt how to proceed, do not hesitate to write us, giving a full description of the condition of your floor, and the result desired; we shall be pleased to advise you in detail about your individual case.

Where floors are badly stained and worn, there is but one method of properly refinishing. The old finish must first be removed by the use of Bridgeport Standard Paint and Varnish Remover, which will leave the wood in a natural condition ready to be refinished as may be desired according to directions for finishing new floors.

Varnished floors slightly scratched or marred, however, may be put in good condition by using our Bridgeport Standard Floor Renovator.

If necessary to re-varnish, wash the floor with soap and water, if needed, ending with clear water. Wipe well and allow to dry thoroughly; then lightly sand with fine sandpaper and apply one or two coats of Bridgeport Standard Wheeler's Floor Varnish.

If it is a waxed floor and simply needs another coat of wax, wipe up all dust and dirt with a cloth, and then apply Bridgeport Standard Prepared Wax.

If the waxed floor is dirty or spotted, use Bridgeport Standard Floor Renovator before waxing.

Where floors are not too badly worn, they can be cleaned with **Bridgeport Standard** Floor Renovator and then given a coat of Bridgeport Standard Wheeler's Floor Varnish, or a coat or two of **Bridgeport Standard** Prepared Wax, as desired; or, if it is desired to change the color, Bridgeport Standard Mirror Finish of the proper shade can be applied.

If badly stained and worn, the old finish should be entirely removed by the use of **Bridgeport Standard** Paint and Varnish Remover, after which the cracks should be filled with Wheeler's Crack and Crevice Filler, and the floor refinished as per directions for new floors.

After the floor has been filled, and the *proper foundation* thus laid, it may be finished according to the requirements and use that the floor will have, as well as the individual ideas and preferences of the owner regarding the character of the finish.

Before finishing a floor, whether it be old or new, all cracks and crevices should be filled with Wheeler's Crack and Crevice Filler, which makes a perfectly smooth, level surface.

The use of this article for filling cracks of floors finished natural, painted or carpeted, is particularly recommended from a sanitary standpoint, because it keeps all dirt and foreign matter out of floor cracks.

Furniture and piano manufacturers and car builders use Bridgeport Standard products because they find them the best, the most practical and the most economical. Your dealer has in stock the same products, put up in small cans for your convenient use.

There is really no excuse for woodwork or floors being finished in an unattractive manner. It costs no more to use Bridgeport Standard Wood Finishing Products, which have been recognized as the best for over 40 years by architects, painters and builders the world over.

Applying white enamel to interior trim. Refinishing an old chair with Mirror Finish.

White Enamel Mirror Finish

Bridgeport Standard Wheeler's White Enamel

Almost any room, or article of furniture, finished in White Enamel, looks well, and is very satisfactory. A room so finished is attractive, light and clean, and, furthermore, can be kept in this condition very easily; that is, provided the enamel used is of the right kind. Enamel paint partakes of the nature of both varnish and paint, and to work right and give satisfaction, must meet certain definite requirements.

Bridgeport Standard Wheeler's White Enamel works smoothly and freely, and does not show brush marks. It dries with a good gloss and retains its gloss. It can be rubbed flat, or to an egg shell finish if so desired. It is permanent in color—will not turn yellow. It dries hard, and yet is elastic, so that it will not crack.

The Bridgeport Standard Wheeler's White Enamel is made from the best pigments, combined with the best varnishes and vehicles especially made for the purpose. It is applicable for use on furniture and in homes and residences, as well as on the interiors of large buildings.

Bridgeport Standard Wheeler's White Enamel is of the same high quality as the other wood finishing materials made by this Company, which have for many years been recognized as the Standard by all leading architects and painters.

Bridgeport Standard Mirror Finish

For Refinishing Old Wood Work

Bridgeport Standard Mirror Finish is a high grade varnish stain. It is a combination of especially durable varnishes and colors, so made that when the stains are applied to the wood a transparent, mirror-like finish is produced in a variety of beautiful colors.

Bridgeport Standard Mirror Finish is applicable for finishing new work, but especially used to refinish woodwork, furniture or floors, the finish on which has become worn and scratched.

With Bridgeport Standard Mirror Finish it is very simple to change the color of a chair or floor, for instance, from Natural or Antique Oak, to Cherry, Mahogany or any of the colors manufactured.

These stains are very easy to use and produce a finish which has a beautiful gloss and wears well. Made in nine shades: Natural, Light Oak, Dark Oak (golden), Rich Walnut, Cherry, Mahogany, Rosewood, Forest Green and Weathered Oak.



For high-grade enamel work.



For re-finishing old woodwork or furniture.

pay to use high ishes? A New Varnishes

Does it pay to use high grade finishes? A New York City architect's opinion: "My attention was agreeably called to the value of your products in a house built over 16 years ago to which I made an addition this Summer. The hazel trim in the new part looks no better than its neighboring trim in the old portion and the new work is finished up to date."





For general interior work where first cost is an important factor.

Since 1876, Bridgeport Standard Wood Finishing Products have been "made up to a Standard—not down to a price."

As a matter of fact, it is much more important that this be true of VARNISH than of almost any other finishing product.

Most all varnish looks alike in the cans to the casual observer, and even when first applied may look about the same, but after the work has been finished for a long period the "truth will out," and you then know whether you have applied a good, bad or indifferent varnish to your work.

Considering that labor forms the main cost of a varnish job, it costs but very little more to use a reputable, high grade varnish instead of a poor one.

In one case, you have such satisfactory results that the work is a pleasure to look at, and as one architect said:

"Just 13 years ago, I built my residence, using native yellow pine for the doors, trim, etc. I had all hand smoothed and immediately filled with Wheeler Filler and then hard oiled [varnished], and rubbed down to a dead finish. The natural wood work to-day looks as good as when it was first put on."

On the other hand, if a poor or indifferent varnish is used, very soon you are likely to have cracking with loss of lustre, and a generally poor looking job.

Bridgeport Standard Wheeler's Varnishes are of the highest possible type, made from selected gums and manufactured with the utmost care.

They are made by the same firm which has for years produced Wheeler's Wood Filler, which was made so good that *on its merits* it became the Standard in the trade, and Bridgeport Standard Wheeler's Varnish is in the same identical class as the filler.

Our sample panels show completed finishes with exact specifications and the application of the goods as specified, from the filler to the stain and varnish, will produce on your work the same finishes as illustrated on the panels, and practical, lasting results are then assured.

In using varnishes, in addition to following the directions on the packages, there are several principal points to bear in mind:

First, see that the foundation for the varnish is properly prepared by filling with Wheeler Filler. If the foundation is poor, you cannot expect to get any better results than by building a house on a poor foundation.

Second, have the temperature as near 70 degrees Fahrenheit as possible.

Third, keep the work free from dampness during varnishing and drying.

Fourth, be sure each coat of varnish is thoroughly dry before applying another coat.

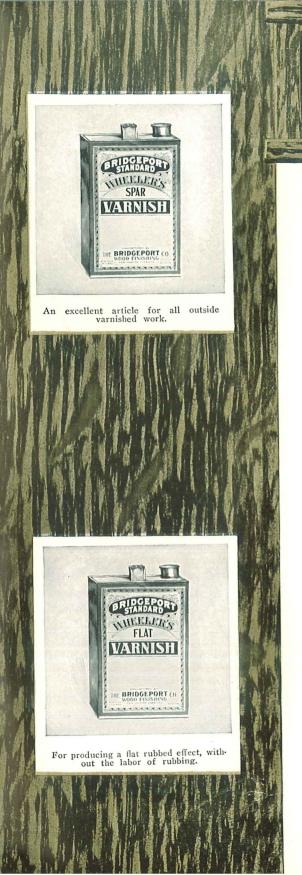
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For floors which are subjected to considerable wear.



A high-class varnish for general interior woodwork where it is desired that the varnish will wear and lock well.



Varnishes

We manufacture various types of Bridgeport Standard Varnishes, each type for a particular purpose, among which are the following principal architectural varnishes:

Bridgeport Standard Wheeler's Interior Varnish

A high class varnish for general interior wood work, where it is more important that the finish last well than to have the first cost low.

Light in color. Good body. Dries with a hard, elastic surface, which can be left in the gloss, rubbed and polished or rubbed to a flat or egg shell finish.

Bridgeport Standard Wheeler's Floor Varnish

The best varnish for floors which are subjected to considerable wear, and where a finish of considerable body and lustre is desired. This varnish is elastic, yet dries rapidly, and can be walked on after it has dried 24 hours. It has a good lustre and will not easily mar or scratch white.

While primarily intended for hardwood floors, it is well adapted for linoleum or oil cloth.

Bridgeport Standard Wheeler's Spar Varnish

An excellent article for all outside work, particularly for doors, porch ceilings, and wherever a varnish finish is desired which will stand outside exposure.

Bridgeport Standard Wheeler's Cabinet Varnish

For general interior work where first cost is an important factor and yet where a high grade varnish possessing good durability is desired. For interior work in schools, churches, office buildings, or residences. Flows freely under the brush, and dries with a high gloss which can be rubbed and polished or rubbed to a dull finish if desired.

Bridgeport Standard Wheeler's Flat Varnish

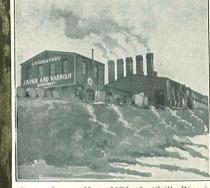
Flat Varnish is for use in producing a flat, rubbed effect without the labor of rubbing the varnish. It dries under good conditions in 24 hours with a beautiful flat finish.

It is entirely different from ordinary flat varnishes which are made by the addition of wax to regular varnish.

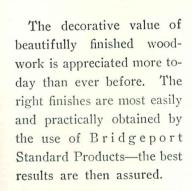
Bridgeport Standard Wheeler's Flat Varnish wears exceedingly well and is easily applied.

It is intended for use over work which has been stained, filled and then given a coat of shellac or ordinary varnish, and is simply intended to avoid the labor of rubbing to produce the flat effect.

For a complete list of Bridgeport Standard Wheeler's Varnishes, see our general catalogue price list. Those listed above are our principal architectural varnishes.



Part of our New Milford (Still River) Conn., varnish factory, where our varnishes are made.



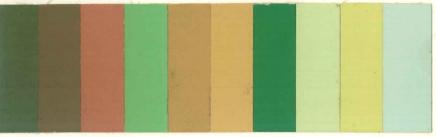
Bridgeport Standard Washotint

1025

From the Secretary of the Navy Y. M. C. A., Norfolk, Va.: "I finished one of our floors completely with Washotint, and was so delighted with it that I decided to finish the rest of the building with it."



Artistic Washotint Colors



1018 1017 1014 1024 1023 1009 1012 1013 1006

Sanitary; washable.

It is becoming more and more the fashion to tint walls in soft, flat tones, and for this style of finishing Bridgeport Standard Washotint gives the best and most enduring results.

It is a washable coating, especially adapted for producing on interior walls and ceilings a smooth, flat finish, the wearing qualities of which are far more satisfactory than kalsomine or water paint.

Washotint is particularly adapted for the interior decoration of offices and public buildings, hotels, theatres, churches and stores, and it is also the best finish for the interior wall decoration of homes.

An important feature of Washotint is that it can be washed with soap and water the same as any painted surface, when it has become stained and soiled; on the contrary, the use of water on walls finished with kalsomine or water paint, would ruin the finish.

Washotint will not spot every time water splashes on it or touches it. Washotint is also good for radiators and steam pipes, for it resists heat well. The surface produced with Washotint is non-porous, non-absorbent and

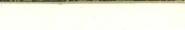
hard; it is therefore germ-proof and both sanitary and cleanly.

(Continued on next page.)

THE washable wall tint, for producing in a variety of artistic colors, a soft, flat finish, which is pleasing to the eye and restful to the mind.



Showing how walls finished with Washotint can be washed.



RIDGEPOR

TANDARD

THE BRIDGEPORT (0

The Sanitary, Washable Wall Finish.

WALL COLORS AND LIGHT

In painting or papering the walls of a room the question often arises what color reflects the most and what the least light? Recent experiments in Germany gave the following results: Dark blue reflects 61/2 per cent. of the light falling upon it; dark green about 10 per cent.; pale red a little more than 16 per cent.; dark yellow, 20 per cent.; pale blue, 30 per cent.; pale yellow, 40 per cent.; pale green, 46 1/2 per cent.; pale orange, nearly 55 per cent.; pale white, 70 per cent. Glossiness and varnish increase the amount of light reflected.

FROM CRAIG HALL ATLANTIC CITY, N. J.

"We would say that we have used your Bridgeport Standard Washotint, white, for all the interior woodwork throughout our building, and have found it most satisfactory. It is especially good in its covering properties as one coat made a very satisfactory job over old white woodwork which had not been painted for a number of years, and two coats gave an equally satisfactory result over old ivory white. Our mechanics all speak of the ease of its working qualities. We have been very much pleased with its pure white color, which is a clear white without any tendency towards cream or blue. We are glad to recommend white Washo-(Continued below)



(Continued from above)

tint for any kind of interior work, as that is the direction in which our experience lies with it. Our test of white Washotint has been a very thorough one as our building, on which we have used it throughout, was a large building, 150 x 150 ft., seven stories high, which had been idle and without repair for three years before we purchased it and started in to repair."

About a year later they write as follows:

"We were so pleased with the Washotint put on in the early Spring of 1911, that in opening up the new wing with forty-one more rooms this past month, we have used your white Washotint for all upright woodwork, and the beautiful white effect is certainly very attractive."

Washotint-Sealer-Varnish Remover

You will find Washotint really cheaper than wall paper, and as stated, more sanitary.

Washotint adheres firmly to walls and ceilings, whether applied over plaster, or walls which are covered with wall paper, kalsomined or previously painted; or over varnish or cement. Of course it should not be applied over loose wall paper or peeling plaster.

Made in White, Tinting White, Black and a variety of artistic colors, which are rich, deep and clear and produce decorative finishes of great beauty. Any intermediate colors can be obtained by mixing shades.

Bridgeport Standard Sealer

should be applied over all surfaces which have not been previously painted, before applying Washotint. The Sealer causes the coats which follow to stand out in full strength and thoroughly stops the suction, particularly on plastered walls.

Bridgeport Standard Paint and Varnish Remover

REMOVES Paint and Varnish quickly and thoroughly, leaving the surface ready for re-finishing.

The Bridgeport Standard Remover has been used for many years, with the result that it is admitted by all who have used it to be a leader in the quickness and thoroughness with which it does its work. Painters and Decorators will find the Bridgeport Standard Remover very economical for removing the old finish from the interior woodwork of buildings, furniture, etc.

The Bridgeport Standard Remover when used according to our directions, cleans and removes all the old finish down to the bare wood, which is thus left in condition for re-finishing just as when new.

The **Bridgeport Standard** Paint and Varnish Remover can also be used to advantage for removing old paint from the sides of a building, instead of using the old process of burning off the paint, which is not only laborious, but dangerous and forbidden in some states. It costs less to remove paint with this article from the exterior parts of buildings, such as houses, and the fronts of doors, than by the burning process. This has been practically demonstrated many times.

The **Bridgeport Standard** Remover contains no carbolic acid, will not injure the hands nor affect the person using same; neither will it raise the grain of the wood. Free samples, which will demonstrate all that we claim for this Remover, may be obtained from our dealers, or by writing us direct.





Crack and Crevice Filler Prepared Wax

Wheeler's Crack and Crevice Filler

This Filler is especially made for filling cracks and crevices such as exist in floors.

While made particularly for this purpose, it is similar in general to **Wheeler's** Wood Filler, which has been the Standard wood filler on the market for more than thirty years, and has made for itself a reputation as an article which will not only bring out the full life and beauty of the wood, but also form a permanent, non-shrinkable foundation for the finish.

Wheeler's Crack and Crevice Filler will fill all cracks and crevices with a tough, adhesive material which will not shrink, thus making a perfectly smooth or level surface on floors, which may be finished or painted as desired.

The use of this article for filling cracks in floors, whether finished naturally or carpeted, is particularly recommended from a sanitary standpoint, because it keeps out all dirt and foreign matter.

For New Floors, after the cracks have been filled, and the filler allowed to dry, apply one coat of **Wheeler's** Paste Wood Filler, thinning same with turpentine or benzine to the consistency of thin varnish, and adding about a teaspoonful of raw linseed oil to a pound of filler.

This filler should be allowed to set, or become flat, and then be rubbed well into the pores, and off the surface, leaving the floor clean and smooth.

The floor can then be finished with wax or varnish, as may be desired.

For Old Floors, which are to be re-finished, fill the cracks as above directed, after which they may be finished as desired, according to their condition. If the floors are light and free from dark spots, they may be finished as per directions given for new floors, using a coat of stain first, however, if colored effects are wanted.

Where floors are badly stained and worn, we recommend removing the old finish, after which the cracks should be filled and the floor then finished natural, or painted as desired.

BRIDGEPORT STANDARD PREPARED WAX on wood work bids fair to outrank in popularity that of the varnish finish, because with a coat of Prepared Wax, woodwork is given that velvet sheen or lustre, which is now so much desired for many classes of work.

Bridgeport Standard Prepared Wax stands "at the top notch in quality, durability and economy."

It is noted for its easy working, practical results and economy.

It produces a very durable lustre, has good body, and dries with a harder finish than other waxes.

Bridgeport Standard Prepared Wax is put up in full net weight packages, which means that we give you and the trade practically 18% more wax than where it is put up in gross weight packages.

A trial will convince you. Sample can be had upon request.



For Filling Cracks and Crevices in Floors.



ole can be had upon reques

It is not necessary to use expensive mahogany or quartered oak to get a fine and artistic finish. Bridgeport Standard Penetrating Stains and other finishes produce economically a variety of attractive effects on inexpensive woods like pine, cypress and chestnut.

Ask most of the large furniture manufacturers in the country what wood finishes they use and you will find that the Bridgeport products are the standard. They do not use "dyes"—that is, spirit stains. Your dealer has the Bridgeport goods in stock, and you can use them as well as the large manufacturer—they cost no more.

A Brief Description of Woods Generally Used in the Building Trade

ALL woods, even of the same kind or class, vary greatly in grain and figure, and the object in finishing woods is not only to preserve them, but to bring out all their life and beauty, thus developing (as we have pointed out before), the beautiful and irregular markings produced by Nature.

Woods may be divided into several classes: Hard woods, which are both open and close grained; Soft woods, which are almost invariably close grained.

Of hard woods, the following are the kinds mostly used: Oak, Ash, Chestnut,

Birch, Cherry, Maple, Mahogany and Walnut.

Soft woods: Pine, Cypress, California Redwood, Whitewood, Basswood or Poplar, Spruce, Fir and Gumwood.

Oak

There are many varieties of this wood, those mostly used being White and Red Oak, either of which may be plain or quarter sawed.

Quarter sawing develops beautiful figures in any wood, but particularly in Oak, in which wood it produces hard flakes which are very beautiful when properly finished. It is, however, more expensive than plain sawed Oak.

Oak is one of the best woods for every purpose—interior finishing, furniture or floors, and can be finished in any of the many beautiful effects as illustrated and listed on the color insert pages.

Being open grained, it should invariably be filled with paste filler before varnishing.

Ash and Chestnut

These woods are now used to a great extent in houses, especially for interior trim.

Ash and Chestnut are medium-priced woods, having a beautiful grain and figure, and are not so expensive as Oak. They can be finished in a variety of colors, the same as Oak, and as illustrated on the color insert pages.

Birch and Cherry

These are hard woods, and are adapted to an endless variety of finishes. When properly treated, very beautiful results are obtained. The principal finishes for use on these woods, are natural and Mahogany effects, as illustrated on color insert pages. Many other results, however, can be obtained, as Birch "takes" stain particularly well.

Many people have the idea that it is not necessary to fill Birch before varnishing, because it is not a very open grained wood. Instead of having large open pores, like Oak, it has innumerable small pores. Birch stained, filled and given one coat of varnish, gives a much better finish than can be obtained by staining and giving two coats of varnish; besides, the finish on a filled piece of wood will remain intact, because the filler will support the varnish.

Maple

In general, the same finishes applicable for Birch can be used on Maple; most frequently, however, it is finished naturally or in a Mahogany effect.

A finish that is very popular and beautiful for Birdseye Maple is obtained by staining with Gray Acid Stain, and filling with No. I WHEELER Filler, then varnishing and rubbing to an eggshell gloss.

(Continued on next page.)

"Please send me freight one barrel Filler, same as we have been using; we find after using your Wheeler Filler for about eight years that it gives better satisfaction than any we have ever used; we have tried several kinds but have found none that will work as easily and fill the wood as well, and at the same time bring out the beauty of the wood and hold the varnish as well as yours will and we have found none that will go over so much surface as this we are using; while some others may cost less per pound, we think, and in fact we know that they are not as cheap in the end."

"In reply to your inquiry regarding the quality of Wheeler's Filler, I beg to say that I have used it for some years and find it to be the cheapest in the end—other fillers invariably are found deficient in quality and usually take 40 per cent. more to do the work—and then they fail to give the satisfaction—that is my experience and I take pleasure in giving you this testimony."



Remember that Bridgeport Standard on a label of paint and wood finishing products is a guarantee of top notch quality. Bridgeport Standard Wood Finishes are "made up to a Standard, not down to a price." Their use on any job insures good results.

Please remember that The Bridgeport Wood Finishing Co. is always ready to help interested parties secure good results by giving specific directions and furnishing samples to architects, painters and owners, or by finishing samples on the woods actually to be used, if desired.

Mahogany

Mahogany wood is generally finished in a varnish finish and, being an open grained wood, must therefore be filled with paste filler.

Where dark shades are desired, it is necessary to use stain before filling, as suggested and illustrated on the color pages.

Mahogany is one of the most beautiful woods in nature, and is largely used for furniture and high-grade wood work.

Walnut

This is a hard, open-grained wood, not used at present so much for interior woodwork as for furniture.

It is generally finished in a varnish finish, and therefore should be filled before varnishing.

We recommend our No. 3 Wheeler's Filler; for a darker and richer effect Golden Oak.

Pine (Georgia, North Carolina and Oregon), Cypress, Whitewood, California Redwood and Basswood, Poplar or Gumwood

These woods (among others) are usually known as close-grained woods. Where natural finish is desired, the wood should be filled with **Wheeler's Silex** Liquid Filler, and then finished with varnish, shellac or wax. Floors made of these woods, however, should be finished with paste and not liquid filler.

For stained effects, we recommend our Penetrating Stains, which are described on page 9.

These stains take particularly well on Pine, Cypress and California Redwood, which can thus be finished in a variety of rich shades or tints.

As there is considerable grain in these woods, which is fully brought out by our products, they will often be found more satisfactory than the harder woods, considering their relative cost.

Pine, especially Georgia and North Carolina varieties, is largely finished naturally. For this purpose, our **Wheeler's Silex** Transparent Liquid Filler is used.

There are two points we desire to emphasize about our Liquid Filler. In the first place, it will bring out the full life and beauty of the wood. Secondly, the woodwork will remain transparent, and not darken with age, as is the case where other liquid fillers are used, an analysis of which will show them to be composed of ingredients dangerous to use under varnish, and which in time combine with the wood, making it dark and unsightly.

California Redwood has a very rich and handsome appearance when properly finished. Like Pine, it "takes" our Penetrating Stain particularly well, and thus may be finished in a variety of dark, rich effects.

See colored insert pages for illustrations and suggestions for finishes on Pine, Cypress and California Redwood.

Wood finishing has become such an art that there is no excuse for any wood being finished in an unattractive manner as so often happens when inferior materials are used. The results shown on the color sheets can be readily reproduced by simply using Bridgeport Standard Products, as indicated on the sheets and following strictly the simple directions which are on each and every package.

The front cover of this book illustrates No. 530 Mission Green Penetrating Stain on Chestnut. The back cover illustrates a light gray effect obtained with Bridgeport Standard Gray Acid Stain and Special White Wheeler Wood Filler, also on Chestnut. Two very popular finishes.



Woodwork, finished with Bridgeport Standard English Oak Penetrating Stain and Waxed Finish.

Side Walls, No. 1008 Washotint. Floor, filled with Wheeler's No. 3 Wood Filler, and finished with two coats of Bridgeport Standard Wheeler's Floor Varnish.



SITTING ROOM AND HALL.

WOODWORK, stained Bridgeport Standard Flemish Oak Penetrating Stain and Waxed Finish, and finished with Bridgeport Standard Prepared Wax. Side Walls, Bridgeport Standard No. 1010 Washotint.

Celling, Bridgeport Standard No. 1001 Washotint. Hall Walls, finished with Bridgeport Standard No. 1012 Washotint.



RECEPTION HALL.

Woodwork, finished with Bridgeport Standard Wheeler's White Enamel. Side Walls, Bridgeport Standard No. 1012 Washotint. Celling, Bridgeport Standard No. 1012 Washotint. Floor, filled with Wheeler's No. 1 Natural Wood Filler, and finished with two coats of Bridgeport Standard Wheeler's Floor Varnish.



LIVING ROOM.

Woodwork, stained with Bridgeport Standard Light Weathered Oak Penetrating Stain and Waxed Finish, given a thin coat of white shellac, and finished with Bridgeport Standard Prepared Wax. Ceiling, finished with Bridgeport Standard No. 1001 Washotint.

